

CONFIDENTIAL

5 August 1955

MEMORANDUM FOR:

Special Assistant to the Director
for Planning and Coordination

SUBJECT:

Propaganda Analysis

1. You may recall that about the first of June in the course of the USIA Survey last year, Sherman Kent wrote a memorandum to George Carey recommending a vast expansion of the propaganda analysis facilities established in FBID/OO. This memorandum drafted by [] was based upon, among other things, a two volume study of "Content Analysis" prepared by Alexander George in RAND Corporation in 1949. A copy of Kent's memorandum reached OCI and, by some inadvertence apparently on the part of ONE, also reached Allen Evans in OIR. There ensued some vigorous correspondence among these offices culminating in a meeting in Mr. Amory's office with interested Agency offices which you directed that I attend.

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2. At that time I informed Mr. Amory that propaganda analysis was naturally related to our survey and that it might be desirable to hold off any action pending the conclusion of our survey. Mr. Amory agreed. Meanwhile I learned that George Carey had made a deal with RAND for Alexander George to institute a new study on this subject and he requested that we hold off any further investigation of this subject until that study had been received. On November 24 I reported to Mr. Amory as set forth in Tab A. During May of this year I received from Mr. Carey the two volumes of the RAND study prepared by Alexander George in response to Mr. Carey's current request and subsequently thereafter a draft of the paper which Mr. Carey had prepared in pursuance of the reports.

3. I was invited to discuss this draft with Mr. Carey, [] of OO and [] Chief of FBID, and in addition to making some suggestions for change I recommended that they make available on an informal basis the two volumes of the George study and the draft memorandum (see Tab B) to USIA and to OIR (it having already been made available to OCI and ONE).

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indicated my belief that such an approach would be much wiser than approving the memorandum internally and in serving notice to the other agencies as though it were an accomplished fact, inasmuch as this had been and could well become a very controversial area.

4. In pursuance of this subject [] invited me to meet with him and Allen Evans and his people to discuss the draft memorandum this week. On that occasion and in view of the amount of disagreement on theories and judgments expressed by Alexander George in his studies, I proposed that I saw no useful results could come from extensive debates on theory about propaganda analysis and suggested to Evans and [] that we direct our attention to the action elements of the draft memorandum (which is set forth in Tab B para. 4b) and that we see how much agreement was possible. The meeting then developed on this basis in a very satisfactory fashion. At the conclusion I proposed that Allen Evans send to George Carey a letter reflecting the sense of our discussion and naturally indicating such reservations as he might wish to express regarding the Alexander George studies. This letter was received by Mr. Carey on the 4th of August and a copy is included at Tab C.

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5. Meanwhile on the same subject and relevant to the same papers as had been the subject of discussions with State, OGI submitted to the DDI its views which are included herewith as Tab D. The Alexander George studies are attached for reference at the bottom of this pile.

6. I believe that it would be worth your while to scan the memoranda which I refer to and it might be worth your while to scan the summaries and findings which are set forth in three pages of the first of the Alexander George reports.

CONCLUSIONS:

7. At this juncture I feel this matter is moving toward a satisfactory conclusion. In a nutshell, and despite all the verbiage of Alexander George, what Carey and [] want to do is to expand the facilities and do more of and better what they are now doing. Allen Evans' memorandum in my opinion has the effect of cutting to shreds the high-blown and high-flown (but excellent prose) OGI memorandum (Tab D). I believe that the procedures that are set forth in the 8th recommendation of OO in para. 4b (Tab B) really are the heart of the matter and if carried out we should be about to proceed usefully and without pointless jurisdictional debates. No action is required by you at this time

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on this matter. It may be that this subject will arise at a deputies meeting in the near future and you will therefore want to be acquainted with the subject. My recommendation would be that you support the recommendations of the CC paper (Tab B) pointing out that recommendations 6 and 7 tend to be rather vague and therefore possibly controversial but the real guts of the matter in terms of performance is not in these two items anyway.

JAMES Q. REBER
Office of the Director
Planning and Coordination Staff

Attachments

PCS/DCI:JQR:saml (5 August 1955)

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